

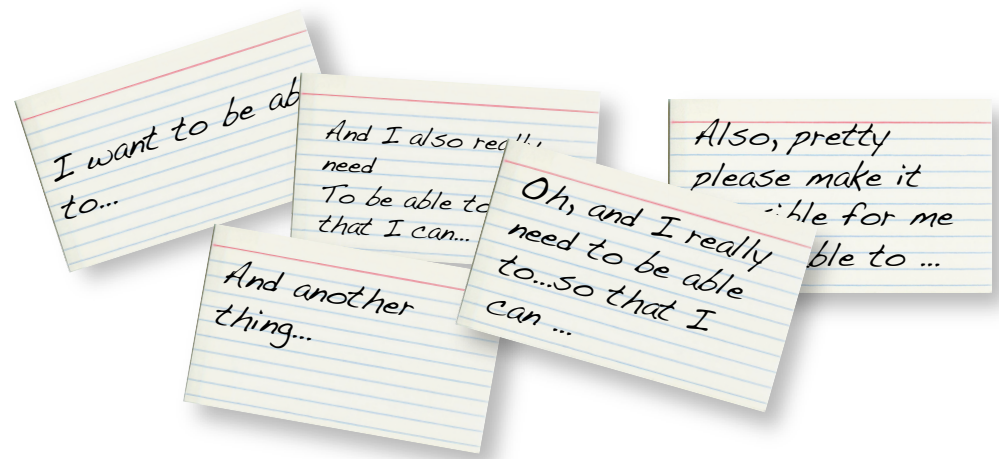
UX  **Stories = True**

Three ways UX gets you better story quality

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**Stories are great
for giving the
customer what
they asked for...**

**...but not so
great at giving
the customer
what they
wanted, but did
not know *how* to
ask for.**



Priority

What the customer asked for...

Candidate List ID

Automatic Candidate List

AUTOMATIC CANDIDATE LIST

Automatic CandidateList ID

Threshold

Number of videos

Hours to Look back

AUTOMATIC CANDIDATE LIST

Automatic CandidateList ID

Threshold

Number of videos

Hours to Look back

Tags

OVERRIDE?	NUMBER	VIDEO ID	AUTO SELECT	TESTABLE	TEST PERCENTAGE	DELETE	ERRORS
<input type="checkbox"/>	1	<input type="text" value="2"/> <small>Edit</small>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="10"/> ▾	<input type="checkbox"/>	
<input type="checkbox"/>	2	<input type="text" value="16"/> <small>Edit</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="10"/> ▾	<input type="checkbox"/>	
<input type="checkbox"/>	3	<input type="text" value="24"/> <small>Edit</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="100"/> ▾	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="text" value="102"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>	

What the customer wanted... ...but didn't know how to ask for.

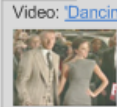
Playlist: Celebrity Videos

Save Cancel

Name*
Celebrity Videos

Active Dates*
Start Aug 10, '08
End Oct 10, '08

Create Control Playlist

Position	Main Video	Order	Percentage	Remove
1	<input checked="" type="radio"/> Auto <input checked="" type="radio"/> Fixed <input type="radio"/> Custom C Video: 'Dancing' Guys Get Love 	Custom Order	2%	<input type="checkbox"/>
2	<input type="radio"/> Auto <input type="radio"/> Fixed <input checked="" type="radio"/> Custom C	Custom Order	3%	<input type="checkbox"/>
3	<input type="radio"/> Auto <input type="radio"/> Fixed <input checked="" type="radio"/> Custom C	Custom Order	5%	<input type="checkbox"/>
4	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>
5	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>
6	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>
7	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>
8	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>
9	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>
10	<input checked="" type="radio"/> Auto <input type="radio"/> Fixed <input type="radio"/> Custom C	Custom Order		<input type="checkbox"/>

[Add](#)

Pilot Videos Remove

Uniformly: 2%
0 25%

Hourly Performance
Calculate based on last 72 hours of data.
Max 1,000,000 hours.
Celebrities, Gossip
Separate with commas
 Match All Tags

S: New Celebrity Videos [Select](#)

Order: Most Views
[Select](#) [New](#)



UX to the rescue...

Design Studio

A group of about seven people are seated around a large, light-colored wooden conference table in a meeting room. They are focused on their work, with some looking at papers and others in discussion. The room has a neutral color palette, and there are several coffee cups on the table. The overall atmosphere is collaborative and professional.

Structured collaborative sketching
Contextualizes stories
Actively involves the whole team in UI exploration

UX Spikes

As a content author, I want to create content in a word-like environment, so that I don't need to re-learn a new authoring tool

UX Spikes

Editor Concept Demo Colla

Q1. Title

Here is an example of how the editor we are working on might feel like to work with...

This question is mandatory

- You can just click and start to type + 🗑
- Hitting return takes you to the next line + 🗑
- and so forth... + 🗑
- Give it a try! + 🗑
- + 🗑 | [Add "other" answer option](#)

+ Add more questions 📄 Duplicate 📁 Move 🗑 Delete

Q2.

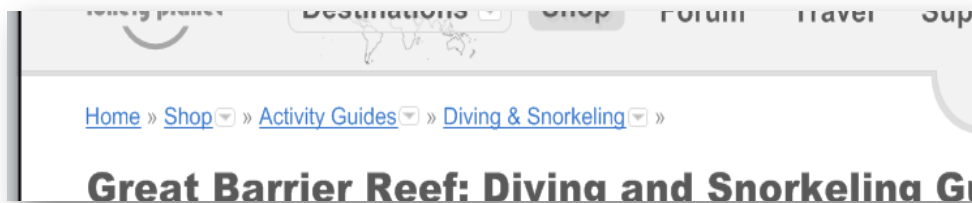
Add question text here

This question is optional

- asasasa
-

UI Cards

Breadcrumbs...



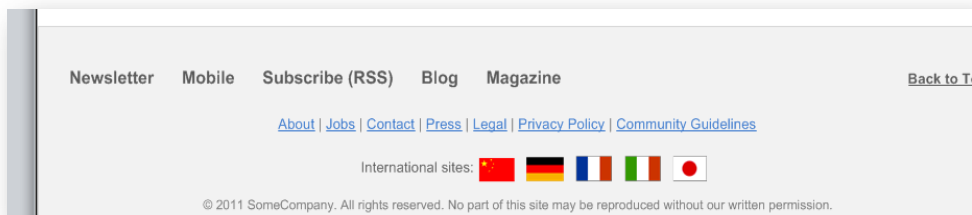
Stuff the customer will expect but won't explicitly ask for.

Pagination...



Putting them in a wireframe is not enough. Make sure there also is a story in the backlog.

Footers...



Etc.

So...

Integrate UI exploration into story dev...

...to put stories in context.

...to uncover stories the customer could not communicate verbally.

...and to ensure UI-specific stories get into the backlog.*

**And many more reasons I wasn't able to cover in 10 minutes.*

Thanks!

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